

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 320\_001—Hospitality Management Information System (3)  
Spring 2016

DAY/TIME:	T & TH 4:30 p.m. – 5:45 p.m.	LOCATION:	FX Exploratory Hall L102
PROFESOR:	Dr. Seungwon “Shawn” Lee	EMAIL:	<a href="mailto:slz@gmu.edu">slz@gmu.edu</a>
OFFICE LOCATION:	PW BRH #222 FX RAC #2109 (T & TH)	ADDRESS:	
OFFICE HOURS:	T & TH (FX) 1:00 p.m. -2:00 p.m.	PHONE NUMBER:	703-993-9915
		FAX NUMBER:	703-993-2025

PREREQUISITES: TOUR 230 Intro to Hospitality Management

#### COURSE DESCRIPTION

Introduces management information systems (MIS) technology and its application to hospitality sectors from managerial and strategic perspectives. Surveys computer applications, products and trends in gathering, analyzing, storing and communicating information within hospitality sectors.

#### COURSE OBJECTIVES

1. Describe how managers use information technology to solve problem and make decisions;
2. Describe the role of, and describe the function of property management systems, reservation systems, POS, Restaurant management systems, and sales and catering systems;
3. Describe database management;
4. Apply hospitality-specific software to appropriate situations; and describe the role of hospitality managers in information systems development; and
5. Describe the role of hospitality managers in information systems development.

#### ALT CLASSROOM:

This class meets **in the Active Learning with Technology (ALT)** classroom. It is not equipped with individual workstations and all students are required to “bring your own device” (BYOD) to class. This is typically a personal laptop or tablet. Due to the nature of some online tools that may be introduced, a laptop (Mac or Windows) or a tablet running Windows 8.1 Pro would be optimal.

#### PROFESSIONAL ASSOCIATION STANDARDS/CAREER BUILDER

Further, upon completion of this course, students will meet or be provided training for the following professional accreditation standards:

- Delphi New Employee certificate
- MICORS: Property Management System
- CVENT Certification: eMarketing, online registration, and site search.
- EventMobi event app building skill
- WebEx virtual meeting planning skill
- Preparation for the Certified Hospitality Technology Professional (CHTP) designation

#### NATURE OF COURSE DELIVERY

Face to face and online training

## REQUIRED READINGS (**RECOMMENDED BUT NOT REQUIRED**)

Nyheim, P. & Connolly, D. (2011). *Technology Strategies for the hospitality industry (2<sup>nd</sup> edition)*. New Jersey: Prentice Hall

Additional readings/watching materials will be also assigned during the semester

### Electronic device usage policy

- 1) Cell phones must be turned off or silenced during class.
- 2) Unless required due to class activities or documented disability, laptop computers and tablets may NOT be used during class meetings. The use of communication and entertainment devices such as smart phones, iPads, iPods, and similar devices is also prohibited. It is a distraction to the teaching and learning process..

## EVALUATION

This course will be graded on a point system, with a total of 400 possible points.

Type	Points	Weigh	Description and Due Date
Attendance	40	10%	Each class
Midterm	75	18.75%	March 3 (Thurs)
HMIS application Assignments #1 MICROS, #2 Event Mobile app development, and #3 DELPHI	150 (50 each)	37.5%	Details (rubrics and timeline) to be announced in classes.
Individual presentation	40	10%	Each student leads the beginning of a class on HMIS news and discussion (10 minutes). Details (rubrics and schedule will be discussed on 1/22)
Quizzes and homework (5 point @ 4 times)	20	5%	As announced during the semester
Final Exam	75	18.75%	May 10 (Tue.), 4:30 pm – 6:45 pm
<b>Total</b>	<b>400</b>		

### Attendance

Each absence that is not excused by a professor in advance will reduce 5 points from your attendance score of 40. If a student misses more than 8 classes (40 points deduction), additional 5 points per each additional absence will be deducted from the final score of course without a limit.

- Up to 2 absences will NOT be penalized.
- Excuses to miss class will be considered only when family or health emergency occurs and only that is documented.
- Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student's responsibility to sign in on attendance sheets for each class.

### Exams

Mid-term and Final exam will be only given on the specified date. Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. **NO makeup exam will be given due to a pre-scheduled travel reason.**

## Quizzes

Quizzes will be assigned on randomly selected classes during the course. Each quiz is to be prepared and submitted as specified by the professor.

## Homework Assignments

Homework will be assigned on selected weeks during the semester. Each homework assignment is to be prepared and submitted as specified by the professor. Late homework may not be accepted – if accepted, a penalty be applied (20% penalty per day after its due date).

## In class exercises

In-class exercises may be conducted in selected class sessions throughout the semester and may be used to earn extra-credit. Exercises will not be announced in advance. Any student who misses an exercise due to an unexcused absence will not be able to earn extra credit for that exercise.

## **Grading Scale**

	<b>Weighted</b>	<b>Raw</b>		<b>Weighted</b>	<b>Raw</b>		<b>Weighted</b>	<b>Raw</b>		<b>Weighted</b>	<b>Raw</b>
A	= 94 – 100	376 – 400	B+	= 88 – 89	352 – 359	C+	= 78 – 79	312– 319	D	= 60 – 69	240– 279
A-	= 90 – 93	360– 375	B	= 84 – 87	336– 351	C	= 74 – 77	296– 311	F	= 0 – 59	239 and lower
			B-	= 80 – 83	320– 335	C-	= 70 – 73	280 – 295			

## TENTATIVE COURSE SCHEDULE

*Note: Faculty reserves the right to alter the schedule as necessary.*

<b>Week</b>	<b>Date</b>	<b>Module</b>	<b>Topic / Speaker</b>	<b>Reading/Video Link</b>	
1	1/19	IT and MIS module	Introduction to Course & ALT	ALT classroom <a href="https://registrar.gmu.edu/topics/alt/">https://registrar.gmu.edu/topics/alt/</a>	
	1/21		Hospitality Key trends (terms)		
2	1/26		Digital Hospitality Operation I		
	1/28		Hospitality Information System and Integration I		
3	2/2		Hospitality Information System and Integration II		
	2/4		Database Concepts & User Computing		
4	2/9		Hotel Module	Hotel/Lodging Management Systems I	
	2/11			Hotel/Lodging Management Systems II	
5	2/16	Hotel/Lodging Management Systems III			
	2/18	Hotel/Lodging Management Systems IV			
6	2/23	Hotel/Lodging Management Systems V			
	2/25	Hotel/Lodging Management Systems VI			
7	3/1	MICROS assignment #1 DUE and Mid-term review			

	3/3		<b>Mid-term exam</b>		
8	3/8	Spring Break	No Class (Spring Break)		
	3/10		No Class (Spring Break)		
9	3/15	Meeting and Event Technology Module	Event and Meeting Technology		
	3/17		Event and Meeting Technology: VMT I		
10	3/22		Event and Meeting Technology: VMT II (CISCO Webex)		
	3/24		Event diagram application (MeetingMatrix and GoToMeeting)		
11	3/29		Event/Meeting Venue search application (CVENT)		
	3/31		Event Mobile Application Development 1		
12	4/5		Event Mobile Application Development 2		
	4/7		Event Mobile Application Assignment #2 Showcase		
13	4/12		Restaurant and Sales Management Module	Restaurant Management Systems I - Point-of-Sales (POS) system	
	4/14			Restaurant Management Systems II	
14	4/19	Catering Management System I			
	4/21	Catering Management System_ II			
15	4/26	Catering Management System III DELPHI assignment #3 (New Employment) due			
	4/28	Trends of HMIS			
16	5/3			Final exam Review	
	5/10 (Tue)	Finals week		<b>Final Exam: 4:30pm ~6:45pm</b>	

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services and inform their instructor, in writing, as soon as possible. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class

unless otherwise authorized by the instructor.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

**PROFESSIONAL BEHAVIOR:** Students are expected to exhibit professional behaviors and dispositions at all times.

**CORE VALUES COMMITMENT:** The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

